

## ORDER



**Orders**  
**Order / Rev:** 726456  
**Alt Order #:** 06402106  
**Product Desc:** FL/DEM ADDS  
**Estimate:** 585  
**Flight Dates:** 11/02/12 - 11/05/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Florida Democratic Party  
**Demographic:** A35+  
**Product Codes:** PL-State/Local,PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	9	\$2,410.00	\$2,048.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	9	\$2,410.00	\$2,048.50	0.00
<b>Totals</b>	<b>9</b>	<b>\$2,410.00</b>	<b>\$2,048.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	8%	\$2,410.00
Market	100%	\$30,125.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	26%	\$7,832.50
WTEV	30%	\$9,037.50
WTLV	36%	\$10,845.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	11/05/12	11/05/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$90.00		0.00			
2	WJXX	11/05/12	11/05/12	The View M-F 11a-12p View	CM	M-F 11a-12p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$225.00		0.00			
3	WJXX	11/04/12	11/04/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1			\$225.00		0.00			

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Estimate: 585

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	11/05/12	11/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$225.00		0.00			
5	WJXX	11/02/12	11/02/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,100.00		0.00			
6	WJXX	11/03/12	11/03/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	-----S-	:30	1	\$155.00	P-1	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$155.00		0.00			
7	WJXX	11/04/12	11/04/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$55.00		0.00			
8	WJXX	11/04/12	11/04/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$275.00		0.00			
9	WJXX	11/05/12	11/05/12	GMJ Sunrise M-F 5-6a	CM	5-6a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$60.00		0.00			
Totals													9	\$2,410.00	